## WHAT IS CLAIMED IS:

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 An image forming apparatus comprising: image forming means for forming an image on an image bearing member;

transfer means for electrostatically

transferring the image on the image bearing member

onto a transfer medium in a transfer portion, said

transfer means including a transfer member that is

capable of nipping the transfer medium in a space

with the image bearing member and voltage application

means for applying a voltage to said transfer member;

control means for performing a detection operation that detects a voltage-current characteristic concerning said transfer member at the time of a non-transfer operation of said transfer means and determining a transfer voltage at the time of a transfer operation based on a detection result of the detection operation; and

potential changing means that is capable of

20 changing a potential of a surface of the image
bearing member on which the image has been formed by
said image forming means and which does not yet reach
the transfer portion,

wherein said control means performs the

25 detection operation at the time when the image
bearing member surface processed by said potential
changing means passes through the transfer portion.

2. An image forming apparatus according to claim 1.

wherein said potential changing means comprises charging means before transfer for giving electric charges to the image on the image bearing member.

3. An image forming apparatus according to claim 1,

wherein said potential changing means comprises

10 exposing means before transfer for exposing the image bearing member.

- 4. An image forming apparatus according to claim 1,
- wherein said image forming means includes:

  charging means for charging the image bearing

  member;

latent image forming means for forming an electrostatic latent image by exposing the surface of the image bearing member charged by said charging means; and

developing means for developing an image portion of the electrostatic latent image on the image bearing member using toner.

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5. An image forming apparatus according to claim 4,

wherein said control means performs the detection operation in a region of the image bearing member corresponding to a non-image portion.

6. An image forming apparatus according to claim 1,

wherein said image forming means is capable of forming an image in a plurality of colors,

said potential changing means selectively

10 operates in accordance with a color of an image to be formed, and

said control means performs the detection operation under a state where said potential changing means operates, and determines a transfer voltage for transferring an image, for which said potential changing means is to operate, based on a detection result of the detection operation.

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